

URL: <https://stvp.stanford.edu/clips/cultivate-creativity-and-courage>

Creativity and courage come from the same place, observes JetBlue Technology Ventures president Bonny Simi: You have to let yourself explore without constraints, take risks, and simply try. The first step is giving yourself time to explore your passions, whether that means reading books, taking a weekend off, or learning to fly an airplane.



Transcript

- You're obviously extremely curious and imaginative.. 00:00:06,360 Do you think this can be cultivated? I mean, I think one of the problems that I often talk about because I teach creativity is that we all are creative, but a lot of people are in environments where their creativity is squashed and their curiosity is squashed.. They're always given assignments as opposed to allowing them to explore their own interests.. How do you cultivate this? - I think, you know, again I'll come back to, 00:00:29,806 growing up, I read a lot and reading is a way to kind of put yourself into a different environment.. Nowadays, a lot of people explore and watch different YouTube videos, just kind of put themselves in a place and just allow them, giving themselves time.. I mean that's the thing is people get so over scheduled, giving yourself time, going away for a weekend, just exploring, saying, "This is my weekend "to explore passions, things that I might be interested in, "not because somebody told me to, "just because I've always, it's just because." I think that creativity is most definitely learned, but it is done in an environment where there are no constraints.. And so you have to set yourself up into that environment and also so not only is creativity learned, I think courage is learned.. People think that you're just born courageous or something.. I actually think it's the opposite.. I think that by testing and trying and learning and putting yourself out there, when I first started luging I was scared of it..

But once I took the first round, I'm like, wow, that wasn't so bad, I can keep doing this.. And then I thought, well, if I can do luge, I can fly a plane and if I can fly a plane, well then you know, I can start a company, I could do, you know, it's all different types of things.. And you learn to become, you expand and realize you don't have constraints.. So creativity and courage actually have the same areas.. You just have to let yourself try...